

THE
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OF THE
EAUX-ARTS INSTITUTE OF DESIGN



AUGUST • 1936

BEAUX-ARTS INSTITUTE OF DESIGN

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NEW YORK, N. Y.

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The Critiques appearing in THE BULLETIN are presented as an unofficial opinion by a member of the jury delegated for this purpose, and should not be interpreted as the collective opinion of the jury.

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ENTERED AS SECOND-CLASS MATTER DECEMBER 23, 1924, AT THE POST OFFICE AT NEW YORK, N. Y. UNDER THE ACT OF MARCH 3, 1879.

A GROUP PLAN FOR A SMALL COMMUNITY IN A LARGE CITY

CLASS A PROJET IV

JUDGMENT OF JUNE 2, 1936

The judgment of this projet was attended by members of the West Side Association of Commerce, Inc., who were so pleased with the results that they graciously made three cash awards of \$100, \$60, and \$40 to the designs placed first, second and third by the Jury of Award. Moreover, they were enthusiastic over the drawings as a whole, as they contained many suggestions and likely possibilities in the future development of the West Side program.

The student is referred to the introductory article appearing in the January issue of *The Bulletin of the Beaux-Arts Institute of Design*, which forms part of this program.

The West Side Association of Commerce is desirous of dramatically visualizing the possibilities that would result from rezoning the West Side Region and demonstrating how in so rezoning, a planned improvement could be made, unifying the residence, business and unrestricted, i. e. industrial, areas, expanding and facilitating access to major local points within the area, and generally demonstrating to the public how improvement in a City depends more upon intelligent long term planning on a large scale than on individual local initiative.

While this development concerns itself with the major part of the area shown on the map illustrated in the January issue of the B. A. I. D. Bulletin, for the purpose of this projet, the student will confine his efforts to the area between 42nd Street on the south and 57th Street on the north, and Eighth Avenue on the east to the Hudson River on the west. Forty-second Street and 57th Street are two of the principal streets running east and west in the city and are each 100 feet wide, including sidewalks. The intermediate streets are 60 feet wide, including sidewalks, and the property between them is 200 feet. Eighth, Ninth, Tenth and Eleventh Avenues are 100 feet wide, including sidewalks, and the property between them is 300 feet. Twelfth Avenue, bordering the river, is 250 feet wide and the property between it and

Eleventh Avenue varies in an east and west direction from approximately 500 feet at 50th Street to 800 feet at 42nd Street and 57th Street. The four new long piers on the Hudson River between 46th and 53rd Streets are approximately 1,000 feet long.

The problem is to develop this area, taking into consideration the proposed rezoning districts indicated on the Bulletin plan, into a community that will best solve the functions of the various types of buildings contained therein, including the four new piers which have been planned to accommodate big liners such as the "Normandie" and the "Queen Mary". Because of its location this community would in substance become the gateway to the city and should, therefore, be a model development for the appreciation of the many foreigners who will get their first impression of the city and country at this point.

The proposed residential district should include a community center and such playgrounds, schools, parks and requisites deemed essential to a model community. The proposed retail district should include stores and business principally related to the residential needs. The unrestricted district may include commercial buildings of all types except those which because of objectionable noise, dirt or heavy traffic would present a hazzard and be detrimental to the adjacent residential area.

Inasmuch as the matter of getting traffic from the piers and the various parts of the community to major city traffic arteries to the east of this area is of utmost importance, it may be assumed that some of the east and west bound streets can be closed and that one main avenue may be provided from this community to the east as a special outlet. The north and south bound avenues, however, are to be kept as now existing.

For this problem no building height restrictions will be imposed, but the merit of the problem will be judged in part on the proper amount of light and air provided to all buildings. Also, for the purpose of this projet any buildings now existing in this area, as shown in the January Bulletin photograph, may be eliminated.

JURY OF AWARD

W. Pope Barney
C. W. Beeston
Harry B. Brainerd
Archibald M. Brown
Alfred Busselle, Jr.

Harvey Wiley Corbett
Donald A. Fletcher
Joseph H. Freedlander
William Gillette

Arthur Holden
Frederick R. King
Alfred E. Poor
Robert K. Posey

C. W. Riley
William E. Shepherd
Harold Tatton
Otto Teegen
Leonard B. Wannes

SCHOOL REPRESENTATIVES

Jean Labatut, Princeton University

E. Raymond Bossange, New York University

CRITIQUE

ARCHIBALD MANNING BROWN

Program: The program presented an exceedingly difficult and complex problem.

Special Purpose of Program: It was to stimulate the owners of this important section of New York to intelligent concerted action in reclaiming and beautifying what should become an inspiring gateway to the city.

The West Side Chamber of Commerce, who generously offered \$200 in prizes, were delighted with the way the students handled the problem. It is their intention to exhibit widely, not only the winners and medalists but many of the lower awards who by their perspectives achieved a pictorial dramatization of the problem, easy for the layman to grasp.

General Criticism: There were an unusual number of projets clearly, simply and strongly presented and of a very high average of excellence. The jury is indebted for an interesting exhibit of talent and vision.

Principal Difficulty in the Program was, in combining industrial, business and residential sections without dividing them by a broad east-west monumental approach. The winner and a few others solved this by creating diagonal streets leading to 57th and 42nd Streets—the only two wide cross streets within the area. Owing to the peculiar shape of Manhattan, most of the traffic would approach the four great piers from north or south.

Warehouses: The jury did not premiate those drawings which entirely omitted the industrial buildings from the area, since it would be a hardship on the students who did not ignore this difficult part of the program.

Residential: The projets which showed the residential section completely cut off from the river by high commercial or industrial buildings, were also considered bad. The winning design pleased all the jury by keeping the residential section undivided and attractively open to the river view.

Housing Units: The jury favored the projets which showed a simple arrangement of housing units, with windows facing east or west as much as possible.

Underground Approaches: The jury could not see any merit in monumental underground avenues leading from the docks through the housing development.

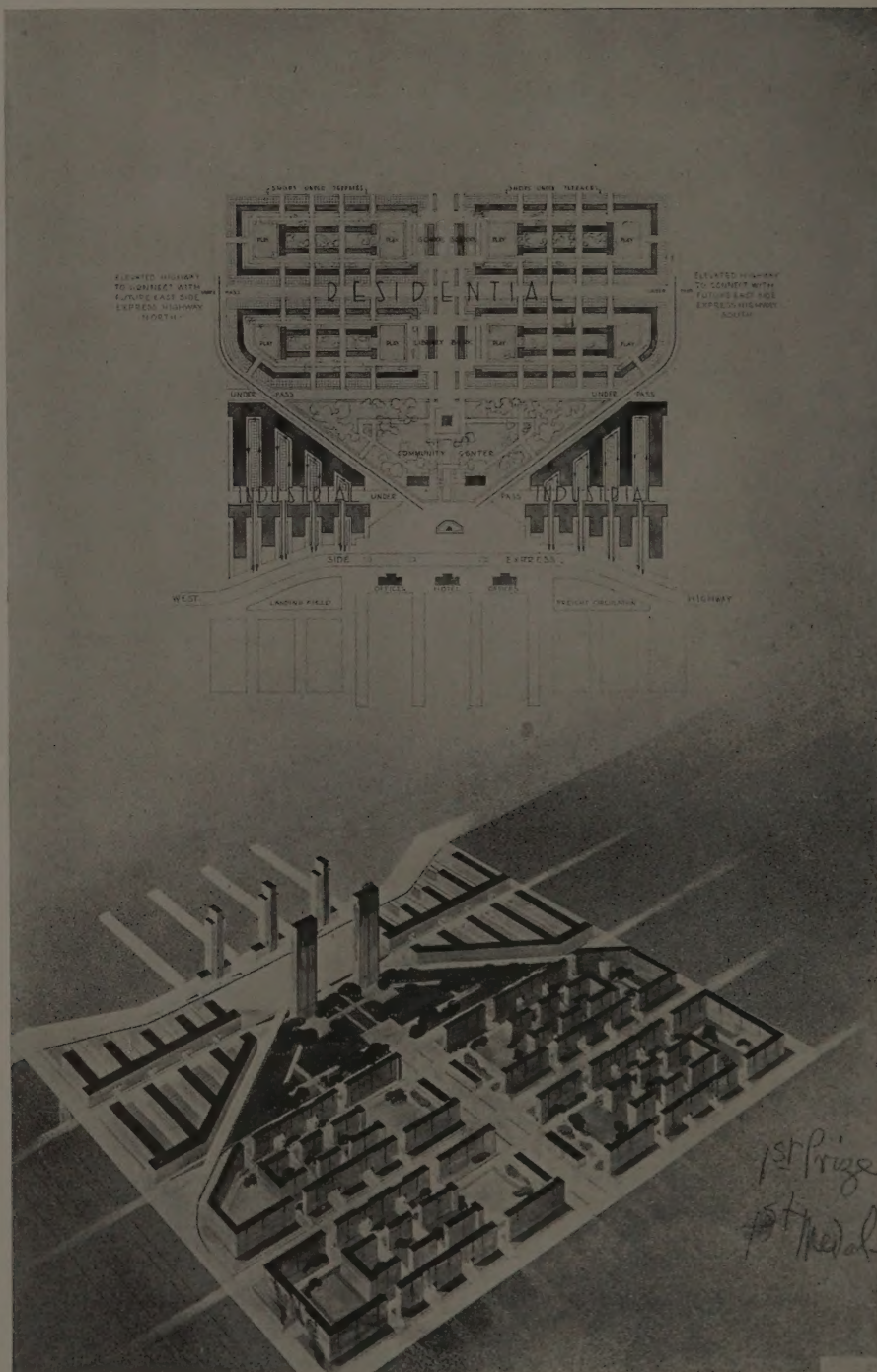
Colossal Skyscrapers: Many excellent projets were awarded Mentions rather than medals for having exaggerated the heights of buildings to a point which seemed ridiculous. While this treatment gave, naturally, a most dramatic picture, and while these projets will receive publicity by the West Side Chamber of Commerce, the jury felt strongly that they represented an expenditure beyond all human possibilities. They made Rockefeller Center look like a two-story taxpayer.

"No Preliminary Sketch Required": This was decided upon owing to the difficulty of the program and the amount of research required. It may account for the superior quality of the projets. It might be useful and important, therefore, for the Beaux-Arts Institute of Design to receive letters from both patrons and pupils as to their view on this point. It would be interesting to know whether the pupils relied on their Patron's "partis" or did they get a much better chance to develop their own ideas without being hampered by an esquisse? Would it be advisable to omit esquisses on future complicated technical programs? Or would the less able pupils merely copy the partis of their leading fellow-pupils?

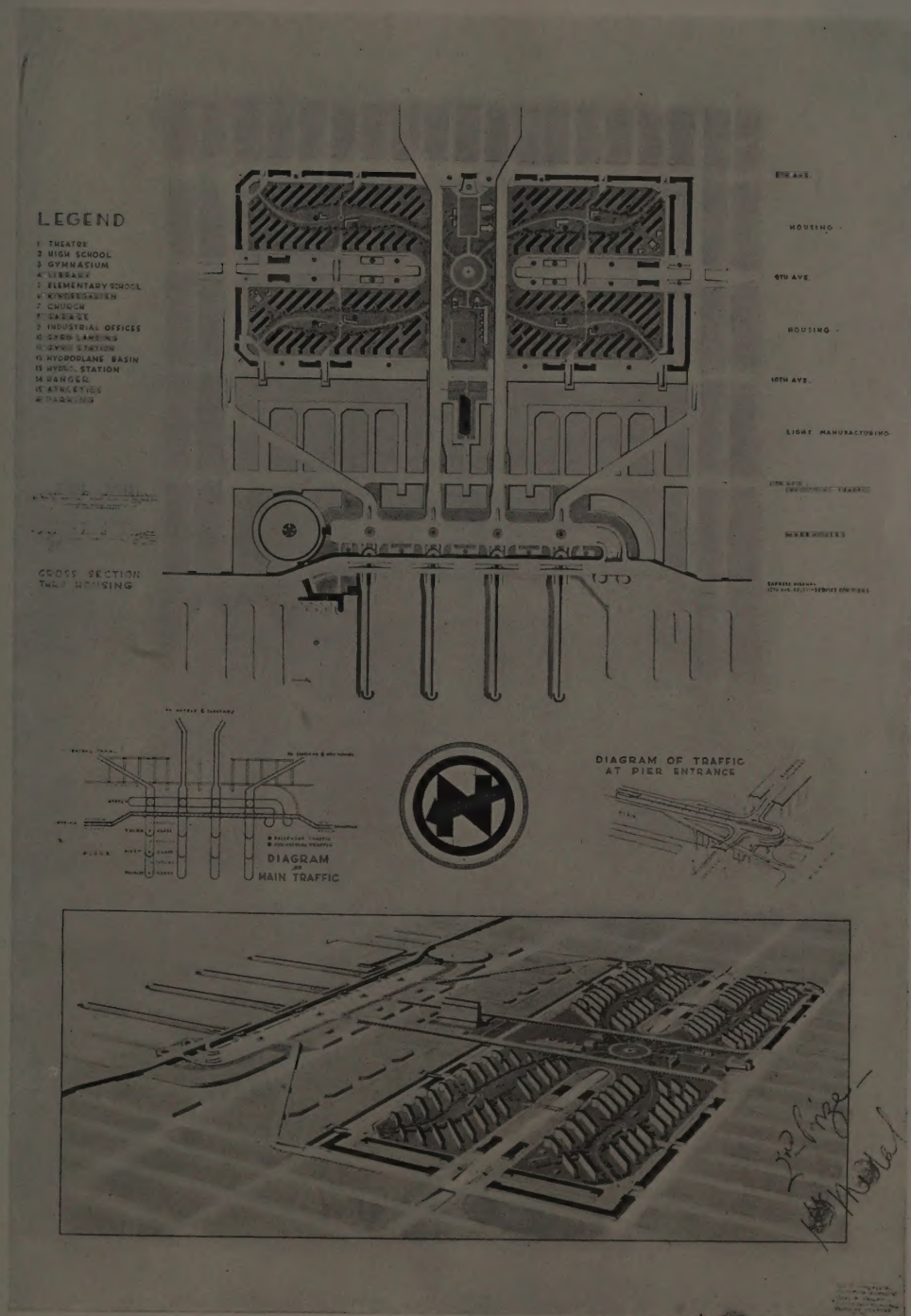
The Awards were distributed as follows:

4 First Medal	41 Half Mention
6 Second Medal	44 No Award
28 Mention	2 Hors Concours

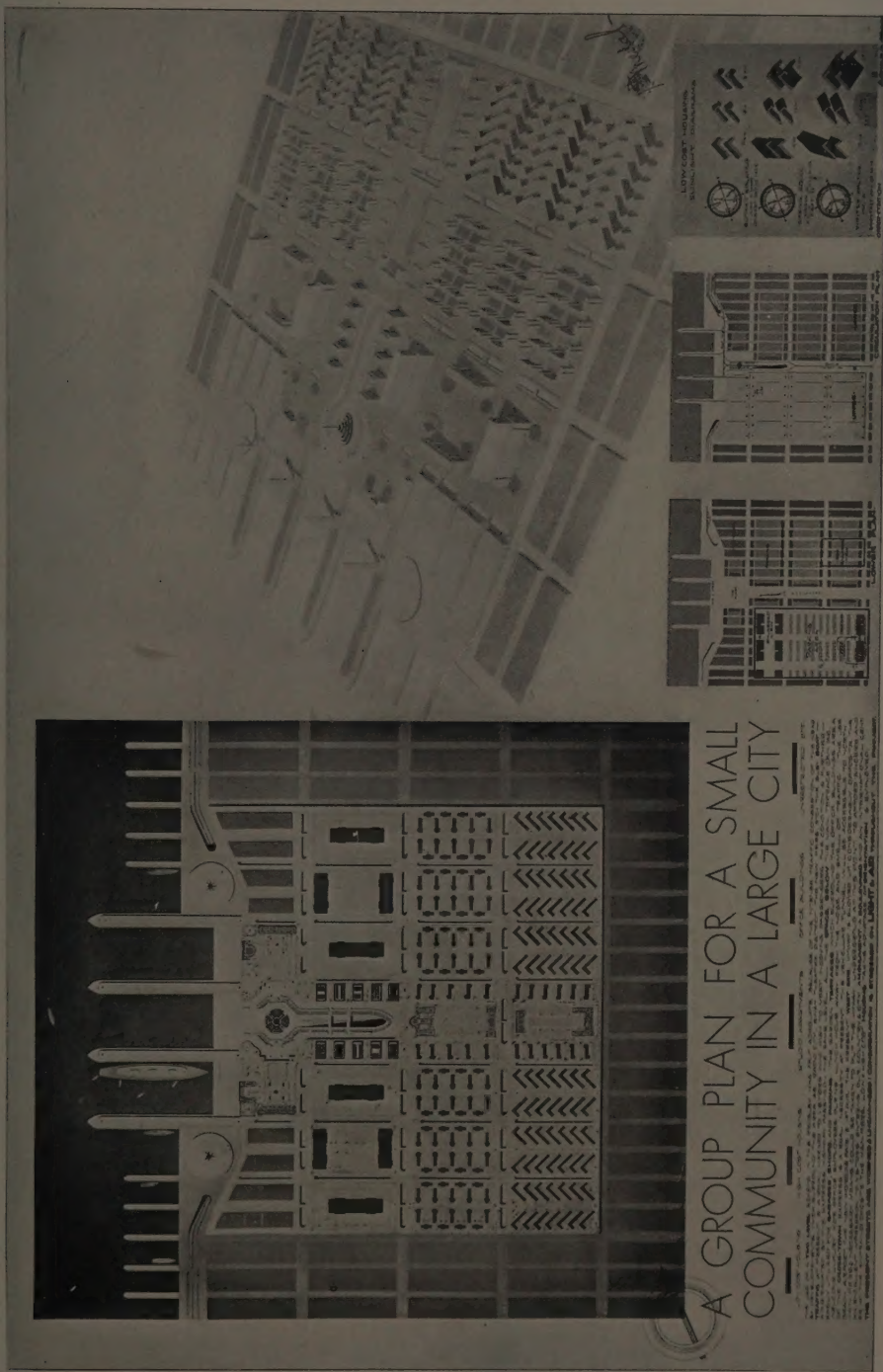
125 Total Submitted



FIRST PRIZE, FIRST MEDAL—J. J. BRADY
CLASS A PROJET IV—A GROUP PLAN FOR A SMALL COMMUNITY IN A LARGE CITY

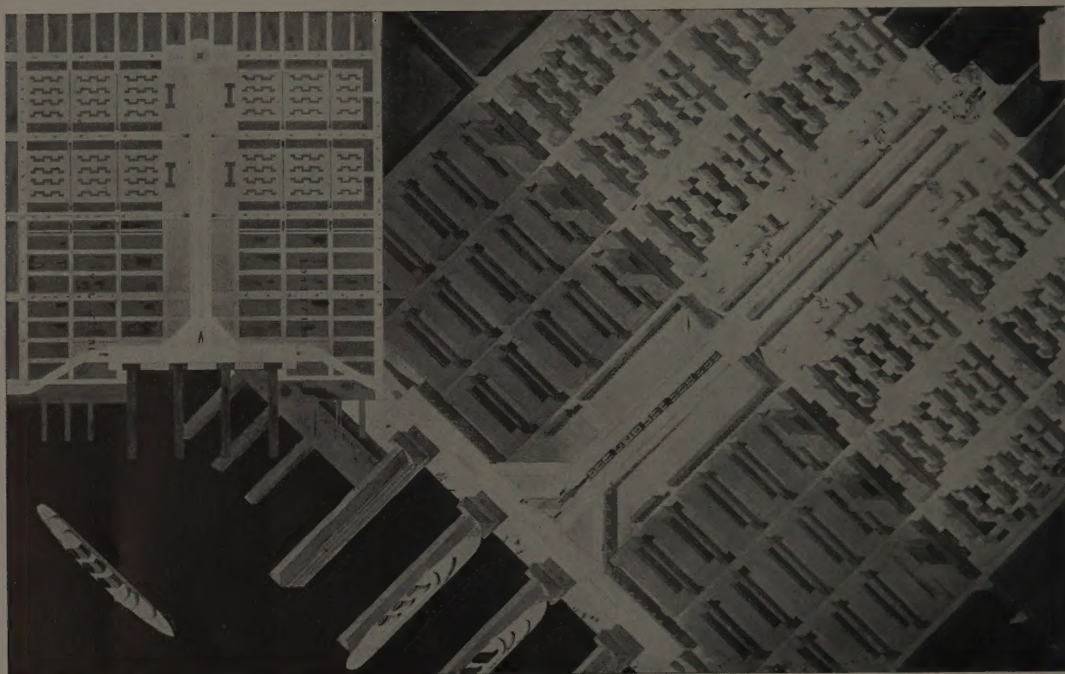


SECOND PRIZE, FIRST MEDAL—J. B. APPLIGATE, JR.
CLASS A PROJET IV—A GROUP PLAN FOR A SMALL COMMUNITY IN A LARGE CITY

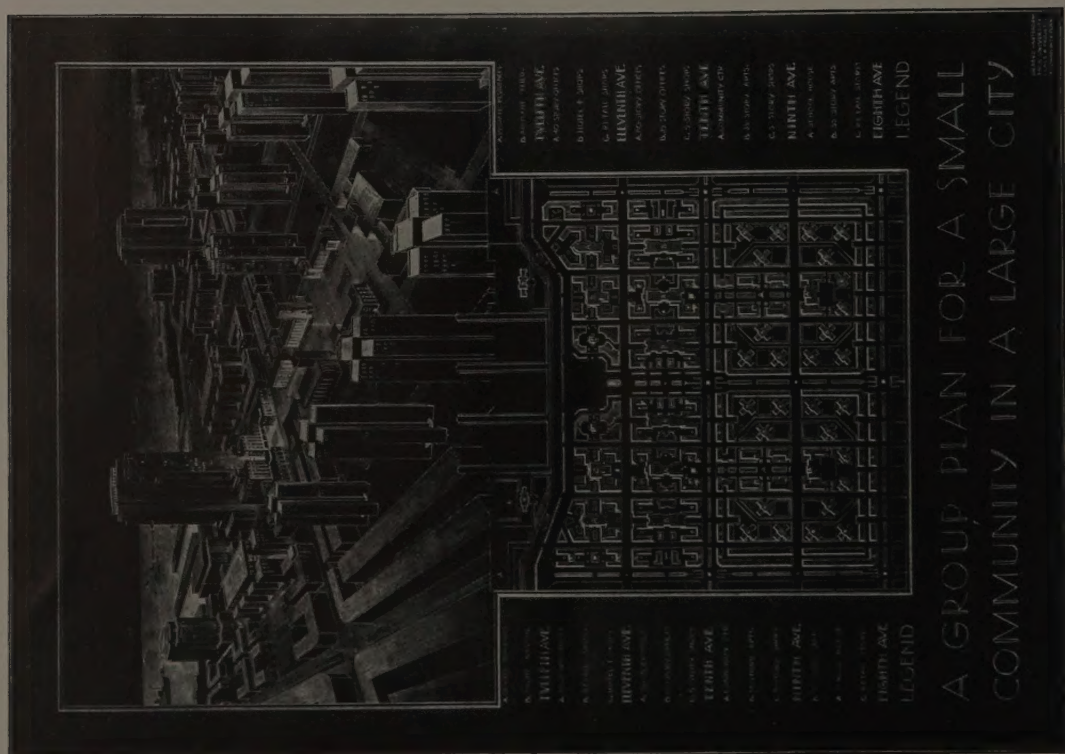


A GROUP PLAN FOR A SMALL
COMMUNITY IN A LARGE CITY

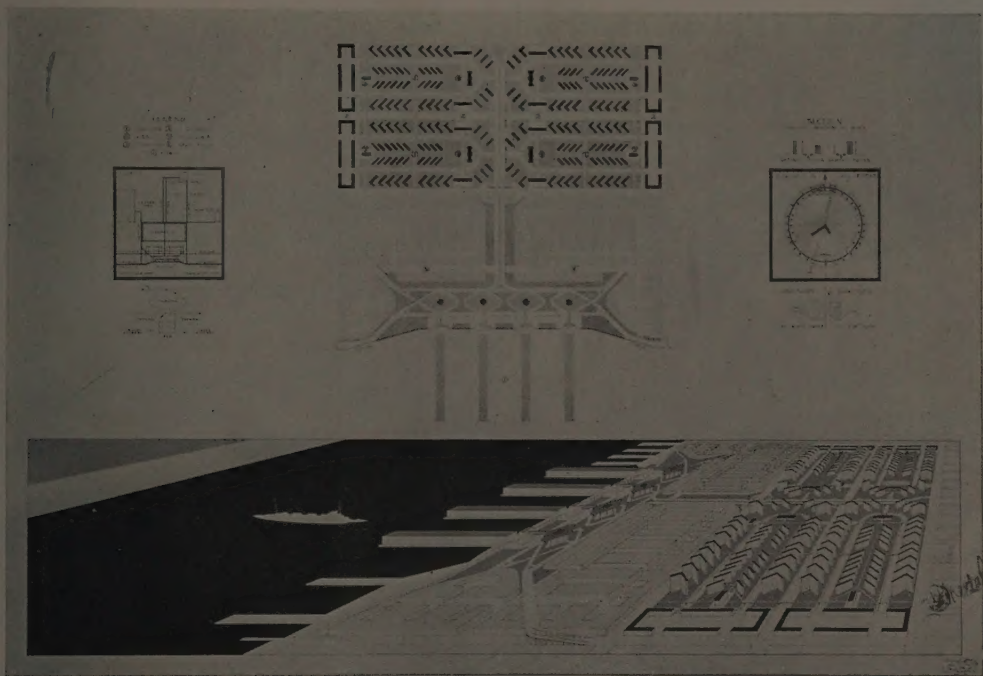
FIRST MEDAL—A. A. ARBET
CLASS A PROJET IV—A GROUP PLAN FOR A SMALL COMMUNITY IN A LARGE CITY



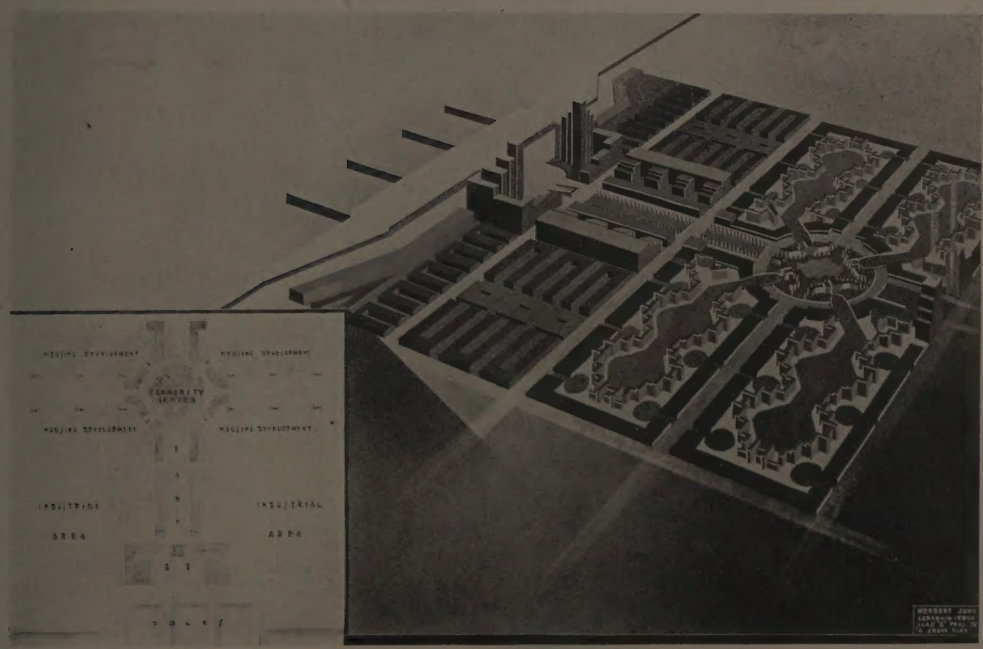
L.—R. HARTSHORNE, JR.
SECOND MEDAL—W. N. LAMBERSON
CLASS A PROJECT IV—A GROUP PLAN FOR A SMALL COMMUNITY IN A LARGE CITY



SECOND MEDAL.—R. HARTSHORNE, JR.

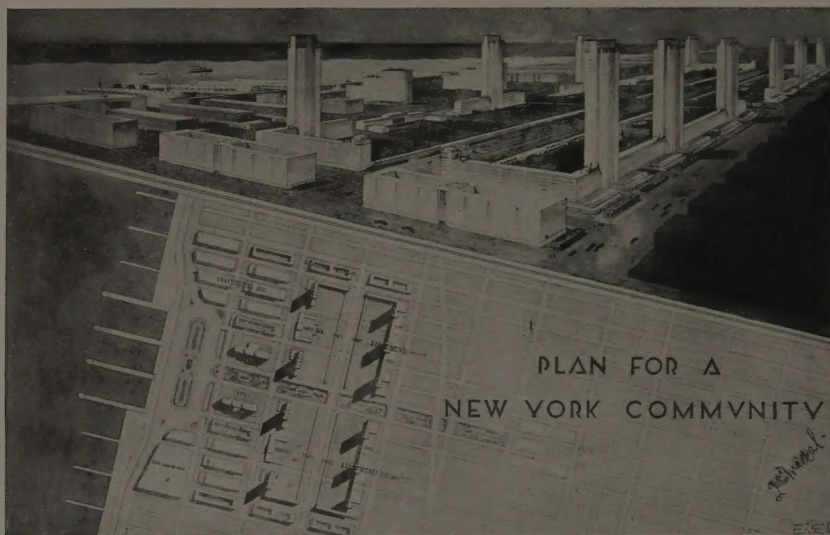


SECOND MEDAL—R. L. WORCESTER

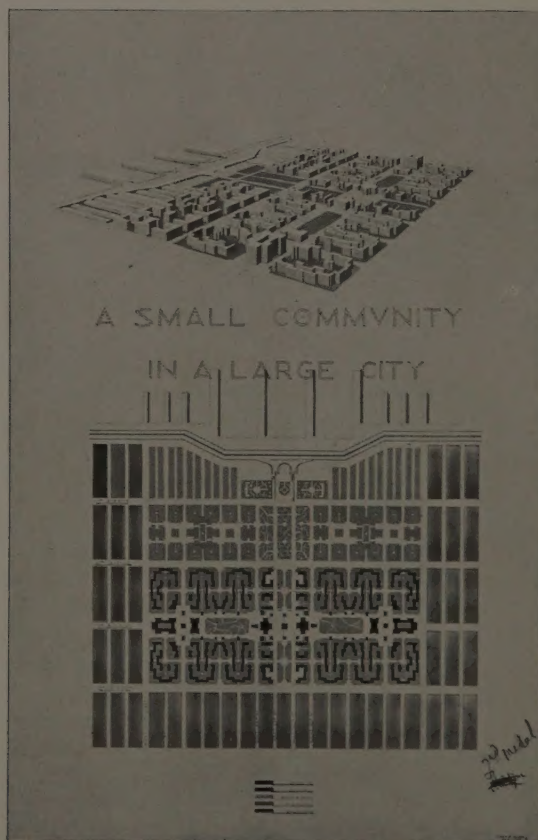


SECOND MEDAL—H. JOHE

CLASS A PROJET IV—A GROUP PLAN FOR A SMALL COMMUNITY IN A LARGE CITY



SECOND MEDAL—I. W. ISAACS, JR.



SECOND MEDAL—L. A. BELLINI

CLASS A PROJET IV—A GROUP PLAN FOR A SMALL COMMUNITY IN A LARGE CITY

CALENDAR 1936-1937

DEPARTMENT OF ARCHITECTURE

FORTY-FOURTH SCHOOL YEAR

NO.	COMPETITION	DATE OF EXERCISE	DATE OF RENDU	DATE OF JUDGMENT
FIRST TERM				
1	Class A Projet I.....	Sept. 26	Nov. 2	Nov. 17
2	Class A Projet II—Robert Perry Rodgers Prize.....	Nov. 7	Dec. 21	Jan. 5
3	Class B Projet I.....	Oct. 3	Nov. 9	Nov. 24
4	Class B Projet II.....	Nov. 14	Jan. 11	Jan. 26
5	Class A Esquisse-Esquisse I.....	Oct. 17	Nov. 24
6	Class A Esquisse-Esquisse II.....	Nov. 21	Dec. 22
7	Class A Esquisse-Esquisse III.....	Dec. 5	Jan. 26
8	Class B Esquisse-Esquisse I.....	Oct. 10	Nov. 17
9	Class B Esquisse-Esquisse II.....	Dec. 12	Jan. 5
10	Archaeology Projet I.....	Sept. 26	Oct. 26	Nov. 10
11	Archaeology Projet II.....	Oct. 31	Dec. 7	Dec. 22
12	Archaeology Projet III.....	Dec. 12	Jan. 25	Feb. 9
13	Elementary and Advanced Interior Design I.....	Sept. 26	Oct. 26	Nov. 10
14	Elementary and Advanced Interior Design II.....	Oct. 31	Dec. 7	Dec. 22
15	Elementary and Advanced Interior Design III.....	Dec. 12	Jan. 25	Feb. 9
16	Emerson Prize.....	Jan. 9	Jan. 19	Feb. 2
17	30th Paris Prize, First Preliminary.....	Jan. 23	Feb. 9
SECOND TERM				
18	Warren Prize.....	Mar. 5	Mar. 9	Mar. 23
19	Class A Projet III—Illuminating Engineering Society Prize.....	Jan. 30	Mar. 29	Apr. 13
20	Class A Projet IV.....	Apr. 3	May 24	June 8
21	Class A Projet V.....	June 5	Sept. 14	Sept. 29
22	Class B Projet III.....	Jan. 16	Mar. 1	Mar. 16
23	Class B Projet IV.....	Mar. 13	May 3	May 18
24	Class B Projet V.....	June 5	Sept. 14	Sept. 29
25	Class A Esquisse-Esquisse IV.....	Feb. 6	Mar. 16
26	Class A Esquisse-Esquisse V.....	Apr. 24	May 18
27	Class B Esquisse-Esquisse III.....	Mar. 20	Apr. 13
28	Class B Esquisse-Esquisse IV.....	Apr. 17	May 4
29	Class B Esquisse-Esquisse V—Spiering Prize.....	May 8	June 1
30	Archaeology Projet IV.....	Jan. 30	Mar. 8	Mar. 23
31	Archaeology Projet V.....	Mar. 13	Apr. 19	May 4
32	Archaeology Projet VI.....	Apr. 17	May 17	June 8
33	Elementary and Advanced Interior Design IV.....	Jan. 30	Mar. 8	Mar. 23
34	Elementary and Advanced Interior Design V.....	Mar. 13	Apr. 19	May 4
35	Elementary and Advanced Interior Design VI.....	Apr. 17	May 17	June 8
36	30th Paris Prize, Second Preliminary.....	Apr. 9	Apr. 20
37	30th Paris Prize, Final Competition.....	May 22	May 23
		May 29	May 30
		June 5	June 6	June 7

CALENDAR 1936-1937

DEPARTMENT OF MURAL DECORATION

TWENTY-FOURTH SCHOOL YEAR

NO.	TITLE OF COMPETITION	DATE OF ISSUE	DATE OF RENDERING	DATE OF JUDGMENT	EXHIBITION
I	Facade of Pavilion for Display of Glass.....	Oct. 19	Nov. 30	Dec. 14	Dec. 16-19
II	Entrance Hall of a Broadcasting and Television Studio.....	Nov. 30	Jan. 25	Feb. 8	Feb. 10-13
III	The Porch for a Hall of Religions.....	Jan. 25	Mar. 8	Mar. 22	Mar. 24-27
IV	Decoration of the Lobby of a Concert Hall.....	Mar. 8	Apr. 19	May 3	May 5-8
V	Facade of an Exposition Building for Foods.....	Apr. 19	May 17	June 7	June 9-12